Do booze ads touch young athletes?

season.
"Teen-agers are part of a social milieu, and they're conscious of what their friends think. If they're with that kind of crowd, I think they will participate (drink).
"When't have the think they have the they will be the season."

DAVE HALL is a natural athlete. He was so good in football, basketball and track at Livonia Stevenson that he earned a full athletic scholarship to the University of Michigan, where he has completed his freshman year.

He echoes many of Vigna's sentiments.

Continued from Page 1C

knowing full well the consequences.
Thinbough they felt very bad about losing the season, legs tell better about themselves tell us with a happened. I know it was very painful, because I spert some time with the kids:
Vigna said he is fairly certain there were others involved who didn't step forward at the time and finished the season.

Season.

ir friends think. If they're with that of crowd, I think they will particle (drink).

However, Hall agreed that there are different kinds of parties and di

say they pretty much have to be auto-matic. I would feel bad, but they would have to be enforced."

He echoes many of Vigna's senti-ments.
Hall said he attended many parties an athletic trainer in both the profes-where alcohol may have been avail-sional and collegiate ranks, operates

No Digging or Damage to Estating Lawre

'I think the kids pick it up from TV. If the ' pros do it, why can't they? When athletes make commercials, kids look up to athletes.

> —Bill Pinnell athletic director

the Physical Therapy and Sports Medi-cine Center in Livonia.

cine Center in Livonia.

He relates a study with which he was involved while a graduate student at Purdue University.

"Three) kids in class volunteered to drink. We then gave them a reaction time. We then gave them a reaction time both visually and soundwise. It was always worse — every kid who did this."

wise. It was always worse — every kid who did this." Milder said that while a specific part of an athlete's body may not be more susceptible to injury, he certainly is more likely to be injured if under the influence of alcohol due to slower reac-

PINNELL SAID he believes that kids are influenced to drink by beer commercials on television.
"I think kids pick it up from TV. If the pros do it, why can't they? When athletes make commercials, kids look up to athlete. However, Joel Cohen, a Ph.D. and li-

censed psychologist, disagrees.
"Commercials are a symptom of the problem, not the problem," he said.
"What you see in commercials represents an attitude in society, an attitude sents an attitude in society, an attitude that drinking is a macho thing — you prove how big a man you are among

the boys.

"Advertisers can't put something into ads that isn't there. They hook insomething there below the surface."

Cohen is of the opinion that a young-ster who walches many beer commercials is no more likely to develop a drinking problem than another young-ster who is not exposed to the commercials.

"Attitude in the family makes the difference," Cohen said. Other psychologists may agree or disagree.

THE MILLER Brewing Co., head-quartered in Milwaukee, Wis., will not disclose the size of its advertising

budget.
Miller helps sponsor, with broadcast Miller helps sponsor, with broadcast advertising, such events as the Pro Bowlers Tour, Monday Night Football, Monday Night Baseball, the World Series, the Indianapolis 500 and the Wimbledon Tennis Tournament.

"Television is our major advertising medium. Therefore, we obviously would not like to see alcohol advertising banned from television," said a spokeswoman from Miller's corporate

affairs department.

"Since sports programming is very popular among male adults, those whom we try to reach with our advertising message, we sponsor many sports broadcasts, 'she said.

"The sponsorship is the most effective and efficient way of reaching beer consumers of legal drinking age."

consumers of legal drinking age."

What would happen to televised and radio coverage of sporting events if advertising for alcoholic beverages were banned from the airwaves as is advertising for smoking products.

Again, another prepared response.

"We have no way of judging the impact a ban on alcohol advertising would have on television. However, we doubt such a ban would noticeably affect sports programming since such programming is an attractive property for many products."

Miller also sponsors, without much publicity or fanfare, fundraising activities for the U.S. track and field team, the ski team, the boxing team and the cycling team — all involving amateur athletes.

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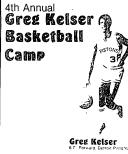


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